

A localized driving means for cholesteric liquid crystal display comprises a high erasing pulse; a low addressing pulse and a series bias voltage pulses with its amplitude not less than a threshold voltage from planar to focal conic structure. The erasing pulse and the addressing pulse, superimposed to the bias pulses, are applied to a predetermined location at the same time, whereby the unstable planar state and the unstable focal conic state are displayed simultaneously in at least a partial area of the display during the addressing; whereby an stable planar state and an stable focal conic state are displayed simultaneously in at least a partial area of the display by the end of the addressing process.